

36. A method of addressing an electronic message, comprising the steps of:

providing a first database containing stored telephone numbers and user information corresponding to each of the stored telephone numbers;

providing a second database containing identification codes and addressing information corresponding to each of the identification codes;

receiving a telephone call from a user including one of the identification codes;

identifying the received telephone number from the telephone call;

retrieving the user information from the first database by comparing the received telephone number with the stored telephone numbers;

retrieving the addressing information corresponding to the received identification code; addressing the electronic message according to the retrieved addressing information; and

sending at least a portion of the retrieved user information via the electronic message.

37. The method as recited in claim 36, wherein the electronic message is a fax.

38. The method as recited in claim 36, wherein the electronic message is an e-mail.

39. The method as recited in claim 36, wherein the electronic message is a voice mail.

40. The method as recited in claim 36, wherein the user information includes payment instructions and the payment instructions are sent via the electronic message.

41. The method as recited in claim 36, wherein the user information includes a user address and the user address is sent via the electronic message.

42. The method as recited in claim 41, further comprising the step of retrieving the user address from the electronic message.

43. The method as recited in claim 42, further comprising the step of sending a second electronic message to the user.

44. The method as recited in claim 43, wherein the second electronic message includes an advertisement or an order confirmation.

45. The method as recited in claim 44, wherein the second electronic message is an e-mail.

46. The method as recited in claim 36, wherein the electronic message is sent to an order processing system.

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DP 47. A system for addressing an electronic message, comprising:

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a first database containing stored telephone numbers and user information corresponding to each of the stored telephone numbers;

a second database containing identification codes and addressing information corresponding to each of the identification codes;

a receiver for accepting a telephone call from a user including one of the identification codes;

an ANI for identifying the received telephone number from the telephone call;

a processor; and

wherein the processor retrieves the user information from the first database by comparing the received telephone number with the stored telephone numbers, retrieves the addressing information corresponding to the received identification code, addresses the electronic message according to the retrieved addressing information, and sends at least a portion of the retrieved user information via the electronic message.

48. The system of claim 47, wherein the electronic message is a fax.

49. The system of claim 47, wherein the electronic message is an e-mail.

50. The system of claim 47, wherein the electronic message is a voice mail.

51. The system of claim 47, wherein the user information includes payment instructions and the payment instructions are sent via the electronic message.

52. The system of claim 47, wherein the user information includes a user address and the user address is sent via the electronic message.

53. The system of claim 52, further including a second processor and wherein the second processor retrieves the user address from the electronic message.

54. The system of claim 53, wherein the second processor sends a second electronic message to the user.

55. The system of claim 54, wherein the second electronic message includes an advertisement.

56. A method of addressing an electronic message, comprising the steps of:

providing a first database containing stored telephone numbers and corresponding payment instructions and user addresses;

providing a second database containing identification codes and addressing information corresponding to each of the identification codes;

receiving a telephone call from a user including one of the identification codes;

identifying the received telephone number from the telephone call using an ANI;

retrieving the user information from the first database by comparing the received telephone number with the stored telephone numbers;

retrieving the addressing information corresponding to the received identification code; addressing the electronic message according to the retrieved addressing information; and

sending the payment instructions via the electronic message.

57. A method of purchasing a product, comprising the steps of:

providing a first database containing stored telephone numbers and user information corresponding to each of the stored telephone numbers;

providing a second database containing identification codes and product information corresponding to each of the identification codes;

receiving a telephone call from a user including one of the identification codes;

identifying the received telephone number from the telephone call;

retrieving the user information from the first database by comparing the received telephone number with the stored telephone numbers;

retrieving the product information corresponding to the received identification code; and purchasing the product based upon the user information retrieved from the first database and the product information retrieved from the second database.

58. The method as recited in claim 57, wherein user information includes

address information.

59. The method as recited in claim 58, wherein address information includes shipping information.

60. The method as recited in claim 58, wherein address information includes billing information.

61. The method as recited in claim 57, wherein user information includes payment instructions

62. The method as recited in claim 61, wherein payment instructions include credit card information

63. The method as recited in claim 57, further comprising the step of shipping the product.

64. The method as recited in claim 59, wherein shipping information includes delivery method information
